

EXPLODING KITTENS

INVENTOR WISHLIST FOR 2028 RELEASE SLATES

A BIT ABOUT US



WE DON'T JUST MAKE GAMES THAT ARE FUN

- We make games that make the people you're playing with fun!
- Our games are built for accessibility, connection, and utter insanity

WE PUBLISH ACROSS GENRES

- Our biggest market is family party games, but we're branching out!
- We're looking for games for all audiences, ages, and price points

WE REACH A BIG AUDIENCE

- Most of our games sell around 200k units a year
- But our breakout hits can sell 1M units or more!

WE HAVE A GLOBAL PLATFORM

- Our strongest market is North America, but more than 30% of our business is international!

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INTRODUCING THE

INVENTOR RELATIONS WEB PORTAL!



CLICK HERE

TO SUBMIT YOUR PITCH NOW

(YES, REALLY! YOU CAN SUBMIT YOUR PITCH RIGHT NOW BY CLICKING THIS BUTTON.)

PREFER AN IN-PERSON OR VIDEO MEETING?

Contact nina.dizenhuz@explodingkittens to set a time.
Have a Sell Sheet ready that includes:

- Working Title
- Minimum Age
- Game Length
- Expected MSRP
- Genre/key mechanics
- Gameplay overview

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WHAT WE'RE LOOKING FOR

FAMILY PARTY GAMES

Multi-generational, familiar with a twist

TENTPOLE GAMES

Strong shelf presence, even stronger marketing hook

ADULT PARTY GAMES

Built for social media, safe for work with NSFW potential

$9.99 GAMES

High appeal, low cost, sells well off the shelf

KIDS GAMES

Kids should love it, parents shouldn't regret buying it

WHITESPACE GAMES

You wanna get nuts? Let's get nuts!

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FAMILY PARTY GAMES

AGES 7+ MSRP $15-$25

WHAT WE WANT

- Multi-generational play
- Lots of player interaction
- Easy to learn/feels familiar with a twist
- Highly shareable on social media
- Toyetic elements with low COGs
- Strong marketing hooks - unique components, theme, etc.

WHAT TO AVOID

- Complicated rules/mechanics
- Low interaction mechanics
- Card-only games (unless the hook is really compelling!)

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TENTPOLE GAMES

AGES 7+ MSRP $20-25

WHAT WE WANT

- Everything we're looking for in a family party game, ***PLUS***
- Unique toyetic components
- Concepts that sell from the shelf
- Clear, engaging marketing hooks

WHAT TO AVOID

- Tacked-on components that feel gimmicky
- Concepts that are hard to describe
- Boring or overwhelming table presence

EXAMPLES FROM PREVIOUS YEARS

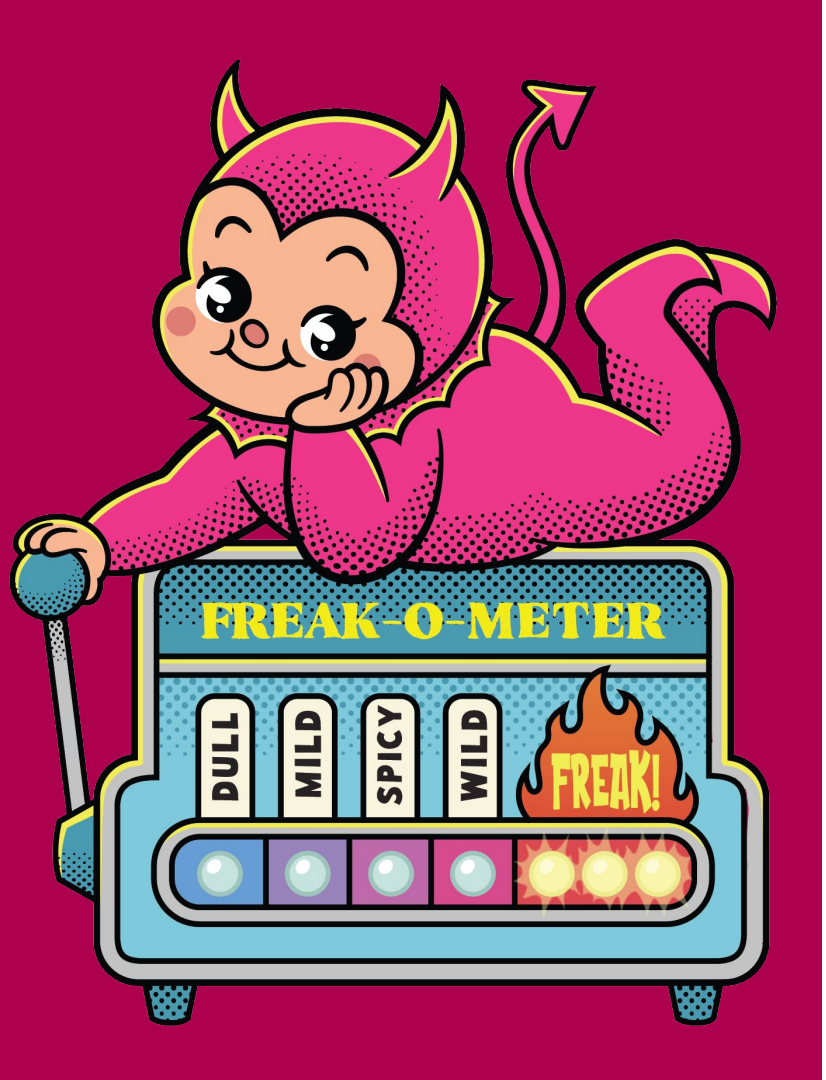


THROW THROW BURRITO
"A Dodgeball Card Game"



LET'S HIT EACH OTHER WITH FAKE SWORDS
"A game where you settle disputes with squishy swords"

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ADULT PARTY GAMES

AGES 14-17+ MSRP $15-$25

WHAT WE WANT

- Funny, borderline adult humor
- Content that's not quite NSFW, but ***could*** be
- Games built for social media engagement
- Mechanics geared toward larger groups, with less importance on 2-player rules
- Multigenerational appeal

WHAT TO AVOID

- Games that require generational knowledge or skills (like trivia)

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$9.99 GAMES

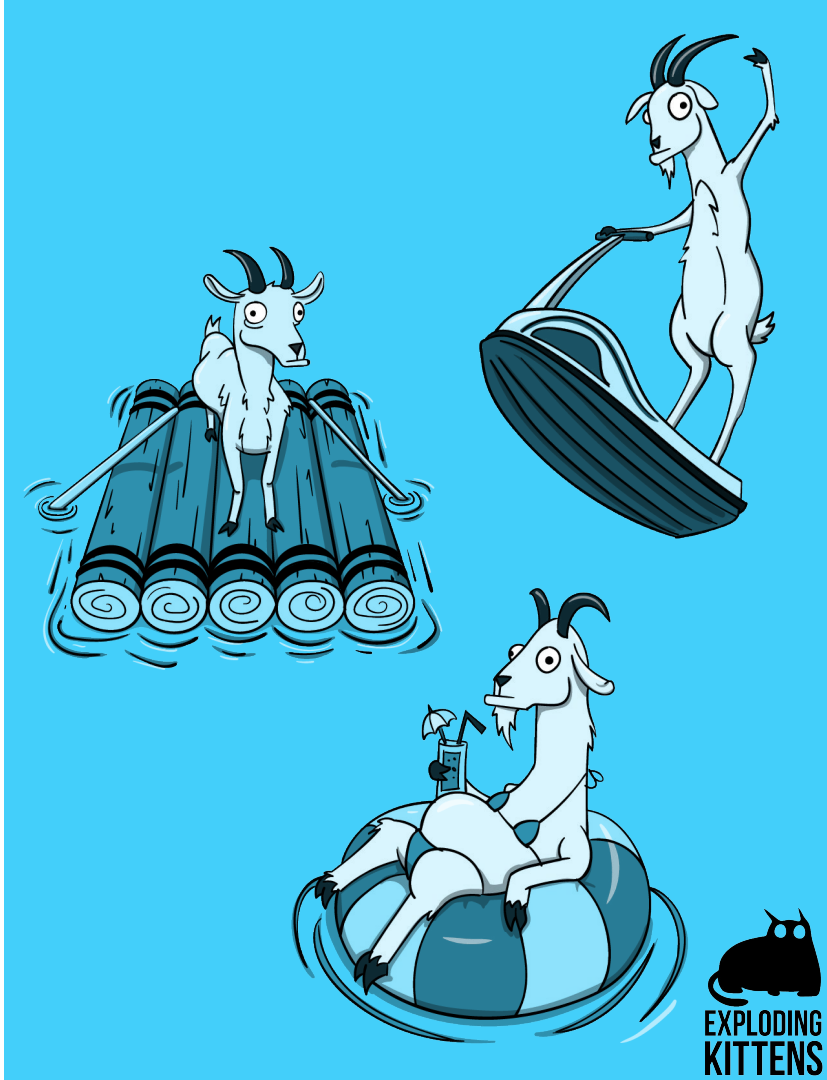
AGES 6+ MSRP $9.99 (OR LESS!)

WHAT WE WANT

- Very low COGs (preferably paper only)
- Eye-catching components & packaging hooks
- Teachable in 5 minutes or less
- Strong replayability/addictive core loop
- High player interaction
- Multigenerational appeal

WHAT TO AVOID

- High cost to produce
  (custom molding, large footprint, etc)
- Quiet/Low interaction mechanics
- Memory/Matching as the core mechanic
- Hobby games





KIDS GAMES

AGES 4+ MSRP $20 (OR LESS)

WHAT WE WANT

- Games parents will actually enjoy
- Mechanics that makes parents feel their kids are smart or learning new skills
- Exciting moments worth celebrating
- Simple turn structure
- Central toyetic component

WHAT TO AVOID

- Reading - components or instructions (must be easy to teach verbally)
- Hand management
- Hidden information (memory games ✅, hiding info from other players ❌)
- Speed games/simultaneous turns

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WHITESPACE GAMES

AGES ?? MSRP $40 (OR LESS)

WHAT WE WANT

- Your wildest concepts - things ***nobody*** has seen on the market before
- Games that create a sense of discovery and magic as you play
- Packaging that will grab attention and stand out from competitors on the shelf
- Really strong hooks

WHAT TO AVOID

- Games that fall too far on the hobby end of the spectrum (high complexity ***and*** long game length)
- Games that require external devices (like a smartphone) for core gameplay
- Safe or predictable ideas



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THANK YOU

We can't wait to see what you're working on!

COME MEET US AT

LA Toy Fair: Sep 14th - 16th
Essen Spiel: Oct 22nd - 25th

OR CONTACT US DIRECTLY

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